

Message Text

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PAGE 01 LONDON 03772 081847Z
ACTION EUR-08

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R 081828Z MAR 78
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 3930

UNCLAS LONDON 03772

LIMDIS

E.O. 11652: N/A
TAGS: ETRD, UK
SUBJECT: LONDON TRADE CENTER

REF: LONDON 3277; STATE 58449

FOR FRANK A. WEIL FROM AMBASSADOR BREWSTER

1. I DIDN'T INTEND MY TELEGRAM TO CONTAIN ANY SURPRISES CONCERNING MY POSITION THAT THE TRADE CENTER SHOULD BE CLOSED. MY UNDERSTANDING OF OUR CONVERSATION IS THAT WE AGREED ON THE NEED TO EXPLORE POSSIBLE ALTERNATIVES TO THE TRADE CENTER AS AN EXHIBITION FACILITY FOR US EXPORTERS, NOT THAT WE SHOULD ENGAGE IN A STUDY OF THE "EFFECTIVENESS AND EFFICIENCY" OF THE CENTER. THE LATTER CONCERN HAS ALREADY BEEN THE SUBJECT OF CONSIDERABLE STUDY.

2. FOLLOWING OUR CONVERSATION, THE EMBASSY LOOKED CLOSELY INTO THE INTERNATIONAL TRADE FAIRS BEING HELD IN BRITAIN, TALKING WITH FAIR ORGANIZERS AND PARTICIPANTS. WE HAVE FOUND THAT US FIRMS ARE ALREADY TAKING ADVANTAGE OF THESE FAIRS WITH LITTLE OR NO DIRECT ASSISTANCE FROM THE US GOVERNMENT, AND, IN GENERAL, THEY ARE HIGHLY SATISFIED.

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ISFIED WITH THEIR PARTICIPATION. AS I INDICATED IN LONDON 3277, SOME SORT OF OFFICIAL SUPPORT TO ENHANCE THE PARTICIPATION OF US FIRMS IN THESE FAIRS SEEMS WORTH CONSIDERING.

3. AS I HAVE STATED, THIS EMBASSY WILL CONTINUE TO GIVE THE MAXIMUM SUPPORT POSSIBLE TO TRADE PROMOTION.

WE ARE CONSTANTLY SEEKING NEW WAYS TO BETTER SERVE
AMERICAN BUSINESSMEN AND INCREASE OUR EXPORTS. HOW-
EVER, THE NATURE AND EXTENT OF THIS SERVICE MUST BE
EVALUATED IN TERMS OF THE GROWING MULTIPLE DEMANDS THAT
ARE BEING PLACED ON OUR LIMITED GOVERNMENT RESOURCES.
I WELCOME ANY ASSISTANCE THAT YOU AND THE DEPARTMENT OF
COMMERCE CAN GIVE US IN THIS EFFORT.
BREWSTER

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Message Attributes

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